



Public Service Commission of Wisconsin

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PSC Approves Real-Time Pricing Program to Help Wisconsin Companies Control their Energy Costs

MADISON – The Public Service Commission of Wisconsin today approved an application from We Energies to allow large commercial and industrial customers to directly control their energy costs with a real-time pricing plan.

“We have a large number of manufacturers in Wisconsin who have high energy needs and for them, energy costs are a big part of their bottom line,” Burnie Bridge, PSC Chairperson, explained. “Under the real-time pricing plan we approved today, companies will be able to better manage their energy use.”

Utilities energy prices fluctuate greatly during the course of the day. Under the plan, the customer will be alerted a day ahead to hourly energy prices which can range anywhere from 1.5 cents to \$1.25 per kilowatt-hour. The customer will be able to respond by increasing energy use when prices are low and decreasing energy use when prices are high.

“Real-time pricing offers industries an important new tool to control their energy costs,” Commissioner Bert Garvin said. “This new load management tool will enable the customer to take advantage of lower energy prices.”

The We Energies program will be offered through a pilot program to no more than 15 companies. A similar program is provided in Georgia where Georgia Power Company’s real-time pricing program covers over 1,000 companies. Estimates show that the Georgia program reduces peak load from large customers by 5 to 10 percent.

Both Commissioners commended We Energies for coming forward with a program to try to address the needs of industry and manufacturers in their service area.

“Availability of programs like real-time energy pricing is important to our economic development efforts, providing tools to help Wisconsin businesses compete in a world marketplace,” Bridge said.

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